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| 1. | What are the main colors used in the poster? |
| 2. | What symbols (if any) are used in the poster? |
| 3. | If a symbol is used, is it1. Clear (easy to interpret)?
2. Memorable?
3. Dramatic?
 |
| 4. | Are the messages in the poster primarily visual, verbal, or both? |
| 5. | Who do you think is the intended audience for the poster? |
| 6. | What does the government hope the audience will do? |
| 7. | What government purpose(s) is served by the poster? |
| 8. | The most effective posters use symbols that are unusual, simple, and direct. Is this an effective poster? |

Poster Analysis Worksheet